



MINUTES

TOURISM ADVISORY BOARD TUESDAY, MAY 27, 2014 AT 6:30 PM

*City Council Chambers, Building Four,
450 Cypress Creek Road, Cedar Park, Texas 78613*

BOARD MEMBERS

- | | |
|---|--|
| <input checked="" type="checkbox"/> Mel Kirkland, Place Seven, Chair | |
| <input type="checkbox"/> Robert Schoen, Place One, Secretary | <input checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three | <input checked="" type="checkbox"/> Troy Storm, Place Six |

- A. **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Kirkland called the meeting to order at 6:37 PM with five members present.

- B. **Board Members Opening Comments** *None*

- C. **Citizen Communications** *None*

- D. **Approval Of Minutes Of The Tourism Board Meetings**

- a) April 22, 2014 Regular Called Meeting.

MOTION: Secretary Olguin made a motion to approve the minutes of the April 22, 2014 regular called Tourism Advisory Board meeting as presented. Board Member Storm seconded the motion. The Motion passed unanimously 5-0, with Secretary Schoen and Board Member McLaughlin being absent.

- E) **Consider Financial Report – (None)**

- F) **Presentations**

- a) Presentation By Tony Moline, President, Cedar Park Chamber Regarding Results Of Cedar Fest Barbeque Cook-Off. *Tony Moline, President of the Cedar Park Chamber of Commerce, provided The Board with a post event report regarding the results of the Cedar Fest Barbeque Cook-Off. The event was held April 4th and 5th in conjunction with The City of Cedar Park, Parks and Recreation Department's annual Heritage Festival. He estimated that approximately 3,000 were in attendance. Approximately 200 cooks participated in the barbeque event, 60 judges and 50 teams of an average of four members. 135 of those cooks were from outside of the area. He noted that 44 rooms were booked in Cedar Park, the Comfort Inn, La Quinta and the Holiday Inn Express. Cooks came from as far as Kansas, Missouri, New Jersey, Florida, Alabama, Oklahoma and Tennessee. The increase of out-of-state participants was due to Cedar Fest's affiliation with the Kansas City Barbeque Society (KCBS). The local hotels, Comfort Inn, La Quinta and Holiday Inn Express were utilized. Local businesses utilized by the event were HEB, Randall's CostCo, Minuteman Press, Cedar*

Park Wrecker, Wal-Mart, Target, Smokey Mo's Barbeque, Cedar Park Signs and Banners. Moline noted that 95% of cooks reported that they bought their meat and supplies in Cedar Park.

b) Presentation By Perri Travillion, Media And Community Responsibility Manager Regarding Results Of Austin Toros Marketing Effort. *Perri Travillion, Media and Community Responsibility Manager and Tim Salier, Vice President of Franchise Sales and Operations for the San Antonio Spurs organization, provided The Board with a post event report. Travillion noted that of the \$15,000, \$9,238 was utilized for the last eight games. \$5,000 was used for TV, \$1,000 for radio, \$3,000 for digital, and \$238 for a pay-per-click Facebook campaign. Attendance increased approximately 200 fans per game, walk-up ticket buyers increased approximately 50 fans per game. The walk-up ticket buyers were an average over the last eight games. One game approximately 500 walk-up tickets were sold, and another game saw approximately 300 walk-up tickets sold. All visiting teams stay in Cedar Park at the Candlewood Suites with an average of 10-12 rooms booked per game.*

G) Discussion and Possible Action

a) Consider Schedule And Process Related To 2014-2015 Project Applications And Presentations.

b) Consider Schedule For 2014-2015 Budget Review and Recommendation. *Duane Smith, Tourism and Community Development Manager, reminded The Board of the project application due date and schedule. He advised that applicants will be present at next month's meeting to present their applications and answer any questions. Before next month's meeting, the subcommittee will meet to evaluate and review the applications. He also advised that at next month's meeting The Board will be reviewing the budget and providing a budget recommendation for 2014-2015.*

H) Staff Reports - Discussion Only

- a) Updates On Marketing And Promotions –Katie Krampitz, Tourism Services
- i) June Events and Activities.
 - ii) Update On Promotional Opportunities.
 - iii) Update On 2013-2014 Marketing Activities.

Katie Krampitz, Tourism Services Manager provided an update on new Go-Texas travel website banners, Tour Texas banners and updated lobby images. She provided a sneak peak of the newest edition of the Visitor Guide which will be done in approximately a month. Website statistics made a huge jump, almost doubling in the month of May with 7,028 Visits and over 18,000 page views. Increased traffic can be attributed to new marketing campaigns, better search engine optimization of content, and community events including Cedar Fest and one of the State's largest club soccer tournaments which takes place at Elizabeth Milburn Park. She noted that over 300 leads had been generated within the first week, as a result of the newly formed Texas Hill Country Trail co-op campaign. She has begun work on the historical preservation project which will provide video stories on site at some of the historical landmarks in Cedar Park. She will be attending her third and final year of the Texas Travel Industry Association's (TTIA) Travel and Tourism College which upon completion she will receive a "Certified Tourism Executive" or CTE certification. The draft of The Texas Hill Country Trails brochure has been received in which Cedar Park will have a large presence due to the Brushy Creek Trail. Cedar Park will also be providing the sweepstakes prize for a national, lead based, Texas Hill Country Trail campaign through Madden Media. The sweepstakes package will include vouchers for the Lake Travis Zip line, Austin Steam Train, Blue Corn Tortilla Restaurant, Pilot Knob Winery and La Quinta. She also noted that The Texas Hill Country Trail will be developing a "Passport to the Hill

Country", which will showcase destinations along The Trail. Cedar Park will be featuring the Austin Steam Train and will help with the design and concept of The Passport.

I) Consider Excused Absences From Tourism Advisory Board Meeting

a) Wayne Brooks From April 22, 2014 Tourism Board Meeting.

MOTION: Board Member Storm made a motion to excuse the absence of Board Member Brooks from the Tourism Board Meeting of April 22, 2014. Vice Chair Olguin seconded the motion. The Motion passed unanimously 5-0, with Secretary Schoen and Board Member McLaughlin being absent.

J) Staff Closing Comments *None.*

K) Board Members Closing Comments *None.*

L) Request For Future Agenda Items *Vice Chair Olguin requested a budget update and information regarding the development on Bell Blvd.*

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, June 24, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

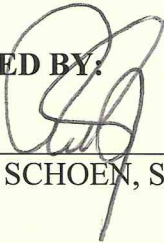
M) Adjournment. *Chairman Kirkland adjourned the meeting at 7:10pm.*

PASSED AND APPROVED THIS 9th DAY OF JULY 2014.



MEL KIRKLAND, Chair

ATTESTED BY:



ROBERT SCHOEN, Secretary